

TEXAS STUDENT PUBLICATIONS



THE UNIVERSITY OF TEXAS AT AUSTIN

P. O. Box D · Austin, Texas 78713-8904 · (512) 471-5083 · FAX (512) 232-5793 · www.tsp.utexas.edu

October 2, 2001

Patti Card Smith Vice President and General Manager KVUE-TV 3201 Steck Avenue Austin TX 78757

Dear Patti:

On behalf of the Southwestern Journalism Congress, I want to thank you sincerely for your exceptional presentation to our group on September 21. I heard many favorable comments from both our student and adviser attendees.

I understand how much preparation you need to make to prepare for something of this nature and how tough it can be to find time to speak to groups like SWJC.

But, again, we appreciate the time and effort you gave toward helping this next generation of media professionals and their teachers.

Sincerely,

Kathy Lawrence

Director

SIEMENS



October 15, 2001

Austin, TX 78758

KVUE Attention: Ms. Patti Smith 3201 Steck Avenue

Dear Patti:

On behalf of Siemens Information and Communication Networks, I want to thank you for your true partnership efforts during the course of KVUE's installation. It was great to have the opportunity to work with Mike Wenglar. His professionalism, courtesy and technical knowledge was recognized and appreciated by the Siemens team. Mike's experience and design made it another "plus" in working in your friendly environment.

Our hope is that KVUE is enjoying the transition from the 8000 PBX to the Siemens Hicom 300 H! We are so pleased to continue our long-term relationship.

Should you have any questions or concerns, do not hesitate to call. KVUE is a valued customer!

Sincerely,

Johanne Ibsen-Wolford

Siemens Information and Communication Networks, Inc.

Major Account Sales Manager

Johanne Doen-Wolford

Greater Austin Area

cc: Mike Wenglar

Siemens Information & Communication Networks, Inc.



Advertising, Marketing & Public Relations

Patti KYI 4131 Spicewood Springs Road

Suite L-2

PUBLIC FILE

Austin, Texas 78759 Telephone: 512-794-8876

Fax: 512-794-9923

Internet: www.ketnerbarnes.com

TO:

Jim Carson, KVUE

FROM:

Jeff Ketner, KetnerBarnes

SUBJECT:

Hyde Park Campaign

DATE:

Oct. 18, 2001

Jim,

I just wanted to take a moment and tell you how pleased I and everyone at Hyde Park Baptist Church was at the success of their recent ad campaign. I know from the reach and frequency numbers that KVUE did a great job of reaching our target audience, and numerous people congratulated the pastor on the ad campaign. Seems like everybody in town saw it!

Your hard work really helped make this campaign a success, and was the reason why KVUE got the lion's share of the budget. I appreciate your willingness to continue presenting us with alternate schedules until we reached the right budget and demographics. You went above and beyond the call of duty, and I appreciate your commitment to us as a client. Thanks for working so hard on our behalf.

Please know that we will always give KVUE top consideration whenever Hyde Park Baptist Church considers additional TV advertising.

Best regards,

Jeff Ketner President

KetnerBarnes, Inc.



October 24, 2001

Patti C. Smith Vice President/General Manager KVUE Austin 3201 Steck Ave. Austin, TX 78757

Dear Ms. Smith:

Thank you for allowing me to interview you for my class project. I found the time was well spent in your company. Your positive comments about your career have made an impact on my future endeavors.

I was relieved to see that it is not only possible but also recommended that one should maintain a professional and personal career. I value all your advice that you have given me.

You have inspired me to work harder to achieve my goals in the broadcast industry. Once again, thank you for your time.

Sincerely,

Sal Ortiz

October 25, 2001

Ms. Patti Smith **KVUE-TV** 3201 Steck Avenue Austin, TX 78758

JUPAL FILE



WOMEN'S CHAMBER

Dear Patti.

Your support of MAPcon 2001 was outstanding. We can't thank you enough. The quality of the spots, the placement, the timing — we couldn't have asked for a better television partner. We especially appreciate the attention and support of you, Judy and Lynn, given the tragic events and pressure prior to the conference.

We were dealing with our own crises, since one keynoter was a CNN executive and the other an airline COO — but I'm happy to report that the conference was wonderful, thanks to an incredible lunch panel led by a great moderator. As always, Judy was the best! You're fortunate to have her on your team.

Your support of our 12th Annual MAPcon helped us present an excellent conference and also raise funds for our Chamber to continue important economic development services for business and professional women. We're grateful and honored to have had KVUE among our corporate partners.

We've heard much praise for Mapcon 2001 as a conference filled with high energy and exceptional speakers. Many dedicated volunteers work hard on this conference, always with the goal of making it the absolute best one for business and professional women.

We'd appreciate your evaluation, as a sponsoring partner. We want to make MAPcon an outstanding and worthwhile experience for you and your staff. I've included a brief response form, addressed and stamped for your convenience.

It was a pleasure working with you. On behalf of the Women's Chamber of Commerce of Texas, our members and board, many thanks for your interest and support of women in business. If we can ever be of service, please call on us.

Austin, Texas 78755-0051 Joan Hamilton

Post Office Box 26051

Motorola Chair

Rose Batson President

512.476.4140 512.338-1614

HOUSTON

713.665.1637

WOMENSCHAMBERTEXAS.COM WOMENSCHAMBERTEXAS @YAHOO.COM

Best regards

Rose Batson

PUBLIC FILE

November 30, 2001

Patti Smith General Manager KVUE-TV 3201 Steck Avenue Austin, TX 787

Dear Ms. Snith:

I never imagined I would find myself on November 15 in such a predicament as being swept away in a creek with flash flood conditions. It was quite an experience.

I want to commend Ryan Korsgard for his considerate and ACCURATE interviews of me and my family that aired November 16 and 22. Cameramen John Fisher and Doug Naugle were equally sensitive.

You have a large viewing audience because many people who hadn't heard of my ordeal saw the interviews and contacted me.

I believe Marshall Frech of the Texas Environmental Center has already contacted you for access to the full interview tapes. I learned a lot about flood safety just talking to him and am ever so much more amazed at my survival.

Again thank you for such professional staff.

Sincerely,

Sharon R Zambrzycki



LADY BIRD JOHNSON WILDFLOWER CENTER

4801 LA CROSSE AVENUE · AUSTIN, TEXAS 78739-1702 (512) 292-4200 · FAX (512) 292-4627 · www.wildflower.org

November 12, 2001

Judy Cornelius KVUE News 3201 Steck Avenue Austin, Texas 78757

Judy,

On behalf of our founder, Lady Bird Johnson, I want to thank KVUE for your generous gift of Inkind Media (10,000) for Children Bloom.

The Wildflower Center serves to conserve plant habitats, restore native plant communities, and integrate native plants into planned landscapes. Native plants play a significant role in our lives because they are the foundation of all life on earth. It is therefore imperative that we protect and restore them.

KVUE News's gift will enable the Wildflower Center to continue this vital work... Thank you for your commitment to environmental preservation! I look forward to working with you this year.

All the best,

Sean Michael Hazuda

Corporate Development Officer

Please retain this letter as your official receipt. Since KVUE News did not receive any goods or services for your Inkind Media (10,000) contribution, your gift is tax deductible as allowed by law. The Lady Bird Johnson Wildflower Center is a non-profit 501(c)(3) organization.

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LADY BIRD JOHNSON WILDFLOWER CENTER

POPUL FILE

4801 LA CROSSE AVENUE · AUSTIN, TEXAS 78739-1702 (512) 292-4200 · FAX (512) 292-4627 · www wildflower.org

November 28, 2001

Judy Cornelius KVUE News 3201 Steck Avenue Austin, Texas 78757

Judy,

On behalf of our founder, Lady Bird Johnson, I want to thank KVUE News for your generous gift of Inkind Media (21,000) for Children Bloom.

The Wildflower Center serves to conserve plant habitats, restore native plant communities, and integrate native plants into planned landscapes. Native plants play a significant role in our lives because they are the foundation of all life on earth. It is therefore imperative that we protect and restore them.

KVUE News' gift will enable the Wildflower Center to continue this vital work... Thank you for your commitment to environmental preservation! I look forward to working with you this year.

All the best.

Sean Michael/Haz

Corporate Development Officer

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organization.

100% Recycled Paper

Carole Kneeland Project

for Responsible Television Journalism

PUBLIC FILE

December 1, 2001

National Advisory Board

Patti Smith

Ann Compton ABC Vews

General Manager

KVUE-TV

Walter Cronkite CBS

3201 Steck

Austin, Texas 78757

Linda Ellerber Lucky Duck Productions

Dear Patti:

Tedkoppel ABC News

lim L-hrer The Year Hour

Paula Madison KNBC TV

> Jairo Marin KMEX TV

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Vale or Hyman Secretary Better Years com

Michael Schneider Treasurer TX Assoc of Broadcasters

> Ann Arnold TX Assoc of Broadcasters

Marty Haag AR&D

Cinny Kennard Visiting Professor USC

Dave Mr Neely Austin American Statesman

Please forgive the tardiness of this note. On behalf of the Carole Kneeland Project Executive Committee, I wanted to share our sincere thanks for your support of the Carole Kneeland Project for Responsible Television Journalism. Thanks for letting us tour the station the evening of Thursday. October 7 for the fourth annual conference. It is nice to let people see where Carole worked and appreciate you allowing us to do that. We didn't use the studio this year because of some time constraints on our part but we might want to try to do that again next year if that's okay with you. The conference is scheduled for October 9-12, 2002. I'll check with you again as our schedule plans are more finalized.

Also, thanks for being a part of the opening night dinner. We'll all remember the queen of the valley! © So you can put it on your calendar, next year's opening dinner will be October 9, 2002.

Thanks again for your kindness to the project.

Regards,

Kim Barnes

Austin Area Interreligious Ministries

2026 Guadalupe, Suite 226 Austin, TX 78705 472-7627 ◆ 472-5274 FAX www.ammaustin.org

Bringing Healing and Hope by Building Community

Hank you somuch for your support and concrese of our many efforts and programs. your stops is very professional and kelpful. Working together we can make a difference.

Place and Blissing, marie lands.

Austin SAFE KIDS EXECUTE Coalition

1201 WEST 38TH STREET AUSTIN, TEXAS 78705-1056 (512) 324-3161 FAX (512) 324-1972 EMAIL safekids@seton org

Lead Organization

Children's Hospital
of Austin
A member of the SETON Healthcare Network

RECEIVED JAN 1 4 2004

February 13, 2003

Kerri Qunell 10700 Metric Blvd. Austin, TX 78758

Dear Kerri:

The Austin SAFE KIDS Coalition would like to thank you for your generous contribution of time and support to our Car Seat Check Up event on February 11, 2003 at Henna Chevrolet Our event was a huge success! During the course of the event, we were able to accomplish the following:

- Check 130 car seats.
- Correct over 102 car seats that were incorrectly installed or used, and
- Give away 22 car seats to families whose seats were too old, had been in a crash, or had been recalled.

The Austin SAFE KIDS Coalition is proud to report these numbers to you because it was through your support and goodwill that we were able to achieve them. Thank you for helping SAFE KIDS help our community. We accomplished great things at this event and look forward to many more!

Sincerely, Aennylor Mccrocklin

Jennifer McCrocklin. Austin SAFE KIDS Coalition Children's Hospital of Austin

cc: National SAFE KIDS Campaign



April 16, 2003

Ms. Kerri Qunell K-EYE TV 10700 Metric Blvd. Austin, TX 78758

Dear Kerri,

On behalf of the members, Board of Directors, and staff of the Boys & Girls Clubs of the Capital Area, we would like to thank you for your generous support of the Club's Spring Fundraising Luncheon and your purchase of two (2) individual sponsorships at a cost of \$250.00 each. This year's luncheon, featuring Augie Garrido, promises to be an event to remember. The luncheon will be held on Friday, April 25, 2003 from 11:30 a.m. to 1:00 p.m. at the Four Seasons Hotel.

The Boys & Girls Clubs of the Capital Area has arranged a special parking rate of \$4.00 in the Four Seasons parking garage on the day of the event. Also, we have enclosed special name badges for you and your guest to use at the event.

We look forward to seeing you on April 25, 2003 and thank you for helping us as we help the youth of the Capital Area.

Sincerely,

Sincere Showle.

Aimere Laborator AD

Your & Grantie

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The state of **Executive Director**

Your contribution to the Boys & Girls Clubs of the Capital Area is tax-deductible to the full value of your donation less an estimated cost of \$50.00 for goods and services received. Please consult your tax advisor for additional information regarding this donation.

Administrative Offices

303 West Johanna Street Austin, Texas 78704 Tel: (512) 444-7199 Fax: (512) 444-7554 E-mail: theclub@bgcca.net Website: www.bgcca.net

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The Honorable Ben Barnes President

Helen Jobes Vice President Resource Development

Toni Neal Vice President Support Services

Daniel Listrom Vice President Operations

Board of Directors

The Honorable Todd Baxter Ben Bentzin Dr. James A. Broaddus Sam Bryant Dr. John Sibley Butler Vito Carbone Don Chow Mike Coffin Dr. William Cunningham Robert L. Davis Leo Dunn Dr. Bill Estes Dr. Pascal D. Forgione, Jr. Sharon Grether Jay Howard Bill Hulsey Mary E. Lange **Bradley Schlosser** Terry Young

Executive Director Dave Martin

Partner Agency of





April 16, 2003

Ms. Kerri Ounell K-EYE TV 10700 Metric Blvd. Austin, TX 78758

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We look forward to seeing you on April 25, 2003 and thank you for helping us as we help the youth of the Capital Area.

Sincerely,

Executive Director

Dincert Showled All Andrew Andrew All Andrew Andrew All Andrew All Andrew All Andrew All Andrew All Andrew All Your contribution to the Boys & Girls Clubs of the Capital Area is tax-deductible to the full value of your donation less an estimated cost of \$50.00 for goods and services received. Please consult your tax advisor for additional information regarding this donation.

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303 West Johanna Street Austin, Texas 78704 Tel: (512) 444-7199 Fax: (512) 444-7554 E-mail: theclub@bgcca.net Website: www.bgcca.net

Board of Directors...

Officers

The Honorable Ben Barnes President

Helen Jobes Vice President Resource Development

Toni Neal Vice President Support Services

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Board of Directors

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Executive Director Dave Martin

a Partner Agency of



CAPITAL AREA



Kerri,

Thank you so much for your support of
this year's Chuy's Parade. It was so great
to work with the KEYE team. I really
feel like your dedication to parade coverage
was one of the most important factors in
the Parade growth. We had a huge crowd
and more topy this year! Everyme at KEYE
is a pleasure to work with. We look forward
to growing our relationship with youin 2004.
Howe a wonderful Holidar! Ashley

Qunell, Kerri W

From:

Taylor H Thomas [THThomas@seton.org] Monday, August 25, 2003 3:39 PM kwqunell@keyetv.com

Sent:

To:

Subject:

psa and logo





Kid's Classic.jpg

PSA scripts.doc

Thanks for everything Kerri. I've attached the psa and our logo. I sent over the 2 CD's for you to look through if you want to use them.

Thanks!

Taylor

 i_{α_1}

Taylor Thomas Children's Hospital Foundation of Austin Children's Miracle Network Phone (512) 324-8425 Fax (512) 324-8435 www.childrensaustin.org



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Randalls
Austin Chapter Certified Residential Specialists
Austin Coca Cola Bottling
Michelob Light

April 17, 2003

KEYE-TV Kerri Qunell Community Relations Director 10700 Metric Blvd. Austin, TX 78758

Dear Ms. Qunell,

The 6th Annual Rockin' Roundup was a great success thanks to your We've received rave reviews - the food, the games, the involvement. auctions. Check out our website - www.abcaus.org for some pictures taken at the Roundup. Aside from all the fun, the Rockin' Roundup is our major fundraiser for the year. We were successful in surpassing our goals - not a small accomplishment for these times!

And this fundraising is critical in order to continue providing the programs and services which are so vital to our families and our community. You should feel very proud that you played an important part through sponsoring and attending the event. We look forward to seeing you again next year.

Any Baby Can is a people organization. Our goal is to improve the lives of children and their families – these are real people with real problems – many of them special needs kids who deserve special care. And our staff is made up of real people, many of whom were at the Rockin' Roundup. They are caseworkers who are dedicated to the kids and their families. They counsel, provide therapy, locate services, and offer support.

And our supporters are real people - like you - people who recognize the needs of our community - and who give generously. We are truly grateful for your support and look forward to your continued involvement. If you'd like additional information about Any Baby Can or any of our programs, please let us know.

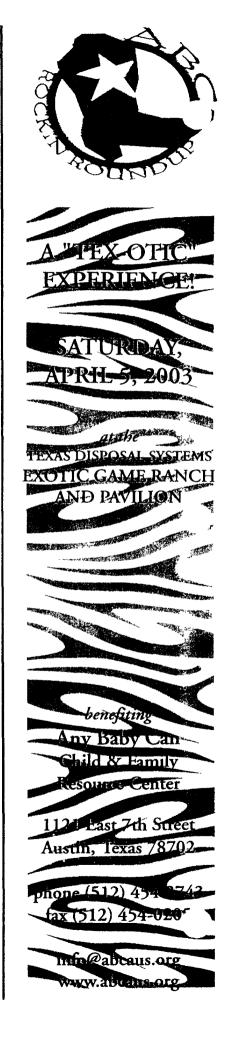
I've enclosed copies of the invitation, newspaper advertisement, program and signage from the event.

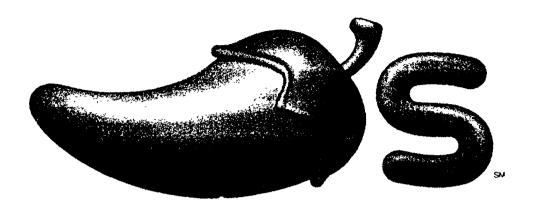
Thanks, again, for your support.

Johathan Friedman Development Director Any Baby Can

PLEASE EXTED OUN
THOUSE TO NOVLI SIE WAS FOUNDETIC!







Dear Kerri,

How do we begin to thank everyone who helped make this years' Charity Golf Classic the HUGE success that it was...? We just tell the truth! Thanks to our Friends and Valued Sponsors we raised \$18,000 for The Susan G. Komen Breast Cancer Foundation, Austin Affiliate. We hope that you enjoyed a great game of golf, and had a fabulous time at our tournament. Most of all we hope that you walked away pleased with the way you were represented. We take great pride in the knowledge that we aspired to give everyone the best day of golf possible, some quality food and beverages, with some awesome souvenirs of their day. All while raising money for a most worth while cause! We hope we can look forward to your continued support as we anticipate an even Bigger and Better Charity Classic in 2004! As a matter of fact we've set the date:

Monday October 4, 2004, so mark your calendars now!

With Sincere Gratitude on behalf of our entire 2003 "Golf Classic" Committee,

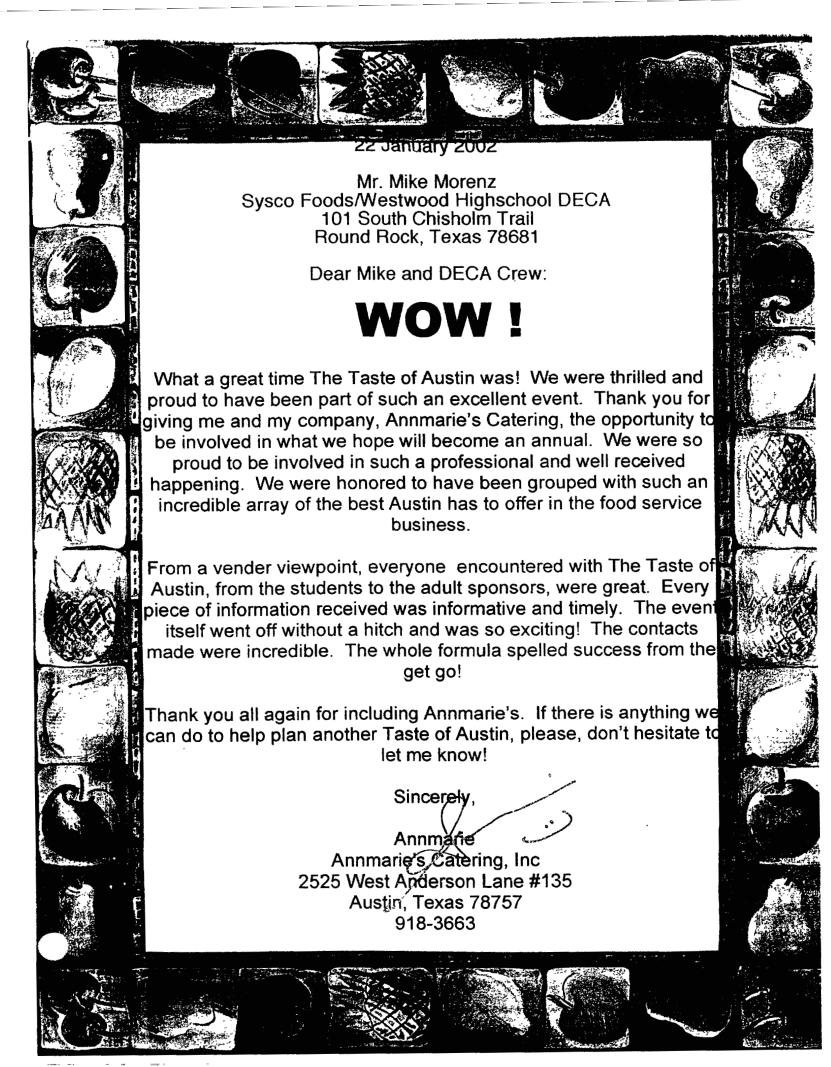
John Moore

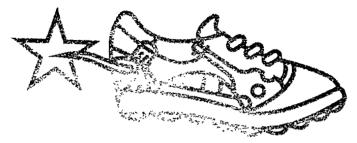
2003 Committee Chair

Robin S. Blocker Local Marketing Director Merri, Mas very nice meeting to come thousand to complete the formation of the lasting relationships. I cong-lasting relations

herri Durnell K- Eye 10700 Metinc Blud 10700 Metinc Blud

noß rpmy6





SHOES FOR AUSTIN

Dear Kerri,

for all your help with the shoes for austin Balk to School Shoe drive.

The PSAs, the new coverage and morning interview really drove viewers to donate to the shoe drive.

Betti did an excellent 306 05lringines in donations on the last day of the drive.

We really appreciate KEYE'S employees donating \$100.00 to the drive. KEYE has helped put

new athletic slives and soons on hundreds of kids breading back to a chool.

Danne Bangle Elizabeth Fitzgerald



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June 30, 2003

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JONATHAN TISCH Loews Hotels

DIRK ZIFF

Kerrie Quenelle KEYE CBS 10700 Metric Blvd. Austin, TX 78758

Dear Kerrie,

THANK YOU for your support of our VH1 Save The Music Week on The Early Show. The week was a tremendous success in calling attention to the importance of music in the lives of our children. During this time of budget cutbacks and threats to music education across the country, the Early Show provided a great platform to help focus public attention on the need to support theses valuable programs in our public schools.

Due to your support of our work we were able to generate more than 1000 musical instrument donations across the country. In addition, we received over \$2.4 million worth of corporate commitments. The greatest reward may be in fact that more than 25 million people heard our message on the CBS Television Network. Millions more were reached through the tremendous local press coverage, our partnerships with radio networks, VH1 cable affiliates, and local CBS stations. A significant victory for everyone who helped!

On behalf of the entire VH1 Save The Music Foundation and thousands of children we serve... THANK YOU for your support!

Robert B. Morrison Executive Director June 13, 2003

Kerri Qunell KEYE-TV 10700 Metric Blvd Austin, TX 78758

Dear Kerri,

We did it! The 2003 Chuy's Hot to Trot 5K Run brought in over \$31,000 for Big Brothers Big Sisters of Central Texas, a \$3000 increase over last year. All the money raised will go to Big Brothers Big Sisters Match Program which pairs an at-risk child with a mentor and friend. The success of this event would not have been possible without the support of people like you.

On behalf of Chuy's, Big Brothers Big Sisters and all the Little Brothers and Little Sisters, thank you for your support.

Kerling spiral heart would be spiral about the spiral abo Warmest regards, Brooke Cox Race Director

1623 Toomer Rd Austin TX 7870



April 4, 2003

Kerri Qunell K-EYE 42 10700 Metric Blvd Austin, TX 78758

Dear Kerri,

Thanks for your support of the 2003 Chuy's Hot to Trot 5K Run benefiting Big Brothers Big Sisters of Central Texas. We hope to have your continued support by inviting your co-workers, friends, and family to join in on the fun of the 5K on Saturday, May 10. Enclosed you will find some complimentary registration forms and race t-shirts. Please distribute the shirts to those who will not be entering the race because all race participants will receive a shirt with their entry. I've also included samples of our promotional materials including the table tent featured at Chuy's, Shady Grove & Hula Hut. If you have room available to display the posters and entry forms enclosed, it would be greatly appreciated and will help raise awareness of our event.

If you have products or pamphlets to be distributed in the race packets, please have them to us no later than Thursday, May 1st so they can be included in all packets during Packet Pick-Up Week May 5th-9th at Hula Hut. If you have signage for the race, please bring that in at the same time so that we have all your materials ready in advance.

All the money raised by this year's race will go to Big Brothers Big Sisters Match Program which pairs an at-risk child with a mentor and friend. The success of this event would not be possible without the support of people like you.

On behalf of Chuy's, Big Brothers Big Sisters and all the Little Brothers and Little Sisters, thank you for your support.

Warmest regards,

Brooke Cox

Race Director

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Michael Wright, LP



Fighting Heart Disease and Stroke

Capital Area Division 1700 Rutherford Lane (78754) P.O. Box 16169 Austin, Texas 78761-6169 Tel 512 433 4000 Fax 512 433 4200 www.americanheart.org

February 17, 2003

Kerri Qunell Community Relations Director KEYE TV 10700 Metric Boulevard Austin, TX 78758

Dear Kerri,

KEYE has been a wonderful supporter of the American Heart Association and its efforts to raise awareness of heart disease. The Heart Ball was a success and we greatly appreciate your help in calling attention to the serious health threat of heart disease.

Over 500 people attended the Heart Ball which has become a premiere event of the American Heart Association. The money raised through the sell of tables, sponsorships, tickets and auction items is approximately \$170,000. There are other smaller events that should be as successful and help us raise the additional \$30,000 that will help us meet our goal of \$200,000. The majority of these funds will help scientists and researchers continue their important work of finding ways to help people with heart disease. The monies will also help the American Heart Association continue to educate the community on prevention strategies to reduce their chances of having the disease.

Your help with the Cardiac Care Provider of the Year recognition program allowed us to spotlight the wonderful work of our physicians while drawing attention to the patients who have overcome great health obstacles.

Without KEYE's support this event could not have been the success that it was. Thank you again. You and the KEYE team are wonderful to work with and we look forward to continuing to work together to make Central Texas a healthier community.

Sincerely,

Cristina M. López Communications Director American Heart Association

Please remember the American Heart Association in your will.